

Conference Location

New York Seminar and Conference Center
71 West 23rd Street
Suite 515
New York, NY 10010
Phone (In NYC) 646-336-4455
Phone (Toll Free) 800-326-5494
Fax 646-514-6783

Conference Hotel

Four Points by Sheraton - Manhattan Chelsea
160 West 25th Street New York, NY
10001, USA
(212) 627-1888

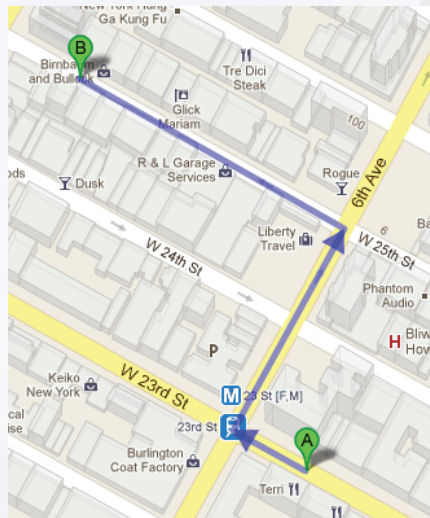
Las Chicas Locas Restaurant

160 West 25th Street, New York,
NY 10001
P. 212.337.8301
(Located in the Sheraton Hotel)

Sponsors



CMS WiRE



Directions from conference center (A) to conference hotel (B).

Intranet Global Forum
BEST PRACTICE SOLUTIONS TO IMPROVE OVERALL EFFECTIVENESS

2011

Thursday, November 10, 2011
NYC Seminar and Conference Center
71 West 23rd Street
New York, NY 10010



127 John Street Toronto, Ontario M5V 3Z1 (416) 926-8800 prescient@prescientdigital.com



Conference Program

Wednesday, November 9, 2011

8:00 - 9:00 am: Complimentary continental breakfast

Seminar & Conference Center

Session A: 9:00 am – 12:00 pm

Designing Intranets that Work

Rebecca Rodgers, Step Two Designs (Sydney, Australia)

12:00 - 1:00 pm: Complimentary lunch

Seminar & Conference Center

Session B: 1:00 – 4:00 pm

Social Intranet Deep-Dive: An In-Depth Look At Developing a Social Intranet

Toby Ward and Carmine Porco, Prescient Digital Media (Canada)

5:00 - 6:30 pm

Mix and Mingle

Complimentary cocktails and appetizers

Las Chicas Locas Restaurant (in conference hotel)

160 West 25th Street, New York, NY 10001

P. 212.337.8301

Thursday, November 10, 2011

8:00 - 9:00 am: Complimentary continental breakfast

Seminar & Conference Center

Session A: 9:00 – 9:45 am

SharePoint & Social Media in the Workplace (KEYNOTE)

Toby Ward, CEO, Prescient Digital Media (Canada)

Session B: 9:45 – 10:30 am

Case Study: IBM's Galactic Intranet Presence Redesign

Peter J. Ceplenski, Manager, User Experience Design

Session C: 10:45 – 11:30 am

10 Steps to a Social Intranet (plenary)

Toby Ward, CEO, Prescient Digital Media

Session D: 11:30 – 12:15 pm

CMS-Connected Live: Elcom vs. Kentico

Hosted by Scott Liewehr, Lead at Outsell's Gilbane Services (USA)

Participants: Eric C. Webb, President of Sales & Operations, Kentico Software, LLC (USA)

Josh Anstey, VP Partner Engagement, Elcom Technology Inc. (USA)



12:15 - 1:15 pm: Complimentary lunch

Seminar & Conference Center

(20 minute luncheon keynote presented by Josh Anstey, Elcom)

Session E: 1:15 – 2:00 pm

Case Study: Verizon's Evolution to a More Social Intranet

Elizabeth Lupfer, Senior Manager, Employee Experience & Web Technology (USA)

Session F: 2:00 – 2:45 pm

The Best Intranets in Europe (KEYNOTE)

Kurt Sorensen, CEO, IntraTeam (Denmark)

Session G: 3:00 – 3:45 pm

Selling Social Media to Target Audiences in Your Organization

Shel Holtz, CEO, Holtz Communications + Technology (USA)

Session H: 3:45 – 4:30 pm

Case Study: Employee Engagement through PepsiCo's Video Library

Gina Anderson, Senior Manager, Global Internal Communications, PepsiCo

Speakers



Rebecca Rodgers
Step Two Designs



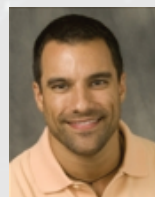
Toby Ward
President & CEO,
Prescient Digital Media



Carmine Porco
GM & VP, Client Deliverables,
Prescient Digital Media



Peter J. Ceplenski
Manager,
User Experience Design
IBM



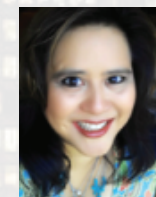
Scott Liewehr
Lead at Outsell's
Gilbane Services



Eric C. Webb
President of Sales &
Operations, Kentico
Software, LLC



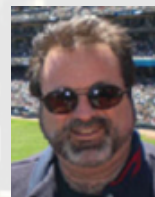
Josh Anstey
VP Partner
Engagement, Elcom
Technology Inc.



Elizabeth Lupfer
Senior Manager,
Employee
Experience & Web
Technology, Verizon



Kurt Sorensen, CEO,
IntraTeam



Shel Holtz, CEO, Holtz
Communications +
Technology



Gina Anderson,
Senior Manager,
Global Internal Communications,
PepsiCo